

Atlanta Sharks Souvenir Booklet

PROGRAM ADVERTISING

Your Company will receive a program advertisement in The **Atlanta Sharks** program during the 2012 season. **Atlanta Sharks** program is a reference source for both fans and members of the press for team and player information. This attractive publication always becomes an instant collector's item that is consistently referred back to by even the most casual of fans.

Ad Size	Color
Inside front cover	\$ 750.00
Inside back cover	\$ 750.00
Outside back cover	\$ 1000.00
Full page	\$ 650.00
Half page	\$ 300.00
Quarter page	\$ 200.00
One eighth page	\$ 175.00
Business card size	\$ 100.00

GAME PROGRAM INSERT

\$500 Color

The best print advertising available in our venue, your insert will be stuffed right into the centerfold of our special 2012 **Atlanta Sharks** game program every night! Placed where fans continually look for updated player and statistical information, your flyer can be updated as often as every game to make certain that our fans know exactly what is going on with your business, as well as when, and where it's happening! *Your Company* will produce and provide all flyers to be inserted a minimum of 48 hours prior to each game.

PROMOTIONAL OPPORTUNITIES

PROMOTIONAL THEME DAY

\$3,500 *Your Company* will be the

official host of The 2012 **Atlanta Sharks** season! A special promotion will be planned on a date to be agreed upon for your promotion. This event will include *Your Company* listed as the title sponsor in all radio, television, and print advertising promoting the game! Additionally, your name will be flooded over the public address system all night long, special in-arena promotions will be designed to promote *Your Company*, and your selected company executive will be recognized as he/she flips the ceremonial, "Coin Toss" before thousands of attentive fans!

Your Company assumes all expenses related to any promotional give-a ways or professional acts booked for this event.

TABLE - INFORMATION DISTRIBUTION

\$400 Monthly *Your Company* will

have the ability to host a table each home game to promote and demonstrate products and services, hand out literature and more! No fan will enter the **game** and miss this display!! If representatives are not available, then the **Atlanta Sharks** staff will display your information at the fan assistance both (addition fee for staff) and even hand out such materials at the door.

COACH & PLAYER APPEARANCE

\$500

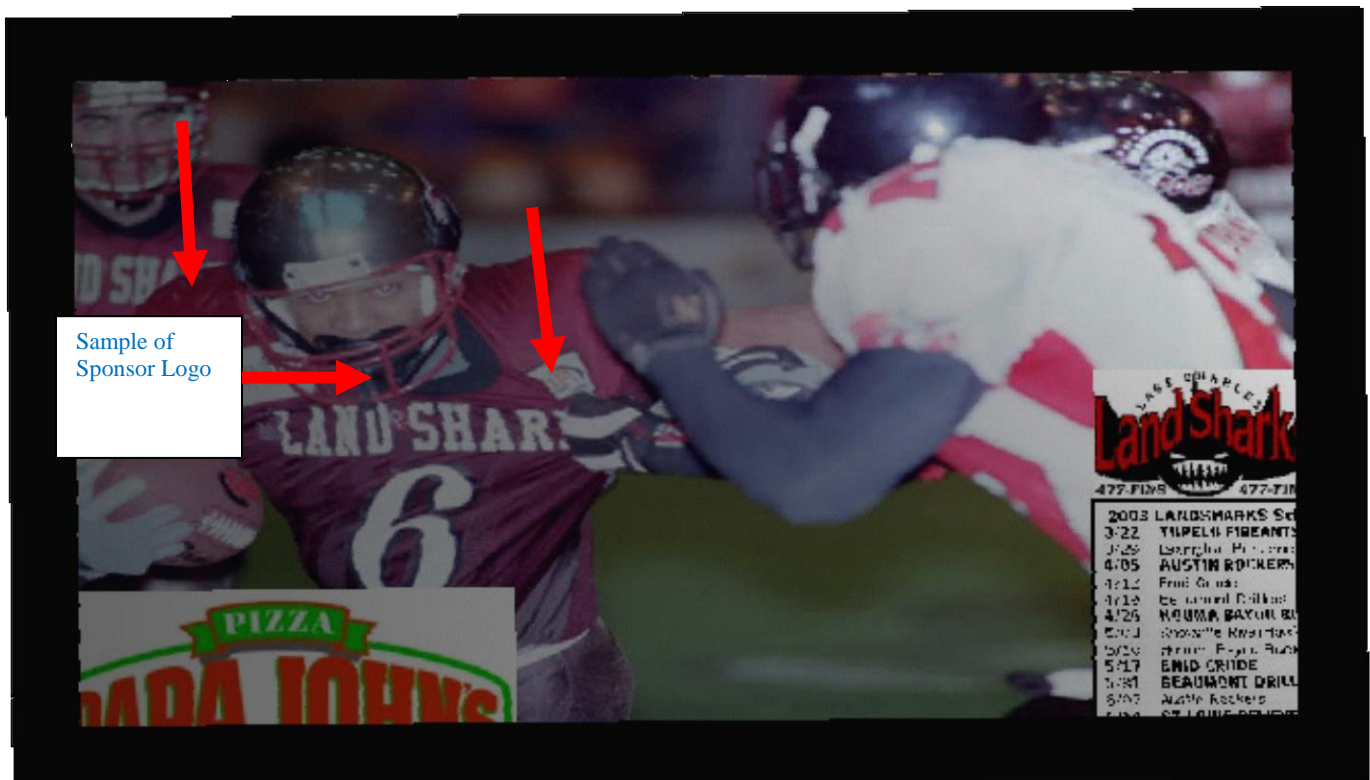
Your Company will be given the opportunity to use a minimum of three (3) players in addition to the team's new mascot and even a few dance team members at one of your special events! Grand openings, special sales events and more, you will have the PR those **Atlanta Sharks** professional football players to drive traffic, mingle with your customers and sign autographs. The team will promote each of these events prior to home games. Both parties will agree upon these dates

PUBLIC ADDRESS ANNOUNCEMENTS

\$275 Per Game *Your Company*

will receive (4) Public Address Announcements at every 2012 **Atlanta Sharks** Home games. Public Address Announcements are an easy way to consistently send a message to a targeted audience. Easily customizable, P.A. announcement content can be altered every game to keep your message fresh, promote new offers, etc.

Game Day Jersey Patch Sponsorship



Your logo on right or left shoulder of players' jerseys

Five sponsorships available
Every player...every game!
Home and Away jerseys

\$3,500.00

CORPORATE PARTNERSHIP PACKAGES

PLATINUM SPONSORSHIP

\$7500

Official Corporate Banner and Link on **Atlanta Sharks** Website
20 PA Announcements at every game in every city
Sponsor's Name Listed on all Printed Promotional Materials
Program Ad for Souvenir Booklet-1 Full Page
Business Card Distribution
Printed Promotional Material Distribution
Platinum Sponsorship Recognition on Press Banner at every Tour stop
Sponsor's Name and Support recognized in Documentary
Sponsor's Name mentioned on local media television show
Sponsor's Name mentioned at Press Conference at every Tour stop
Sponsor's Logo placed on promotional tee shirts
Sponsor's Gift Bag Distribution
Sponsor will be featured in Community Spotlight on **Atlanta Sharks** Website

GOLD SPONSORSHIP

\$5000

15 PA Announcements at Game (If applicable)
Sponsor's Logo and Link placed on **Atlanta Sharks** Website
Coach/Player Appearance at your Business on Tour Stop
Sponsor's Name mentioned in all Rider, Press and Media Kits
Sponsor's Logo placed on Press Banner
Program Ad for Souvenir Booklet-1 Full Page Color Ad

SILVER SPONSORSHIP

\$2500

Sponsor's Name mentioned in all Media, Press and Rider Kits
10 PA Announcements
Banner and Link on **Atlanta Sharks** Website
Program Ad (1/2 Color Page)
Sponsor's Logo placed on Press Banner

BRONZE

\$1500

5 PA Announcements
Sponsor's Name mentioned in all Media, Press and Rider Kits

HELMET LOGO SPONSORSHIP

4 available spots on the helmet

Helmet Logo

- Exclusive sponsorship opportunity
- Logo on every player helmet; home & away
- Visible at every game
- Perfect for TV game highlights
- Visible in newspaper highlights
- Will appear in programs
- Each logo is approximately 2 ½" X 6"



\$4,500

4 Helmet Logo Spots Available